



# Competitive Information in Small Businesses

*T. Chesney*

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## **Competitive Information in Small Businesses** T. Chesney

This book is about using information in small businesses to compete; it is about strategy and information systems. It examines problems that these businesses face and suggests some solutions. It looks at how strategic planning takes place and how information systems should be designed and developed in line with strategy, from a business rather than a purely technical point of view. The main contribution made is proposing an approach to crafting strategy, designing new business processes and information systems planning that could realistically be used by the average small business, that is one without great knowledge of strategy or information systems, and one that cannot afford to buy in this knowledge. The approach differs from others suggested in the literature in that it emphasises the important role of creativity in the process of creating strategy and in information system design and illustrates where this creativity may come from, it emphasises the importance of getting staff involved and it attempts to lessen the communication problems that exists between business people and information system developers, something that historically has caused problems.

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